

Specialty

# UI motion design

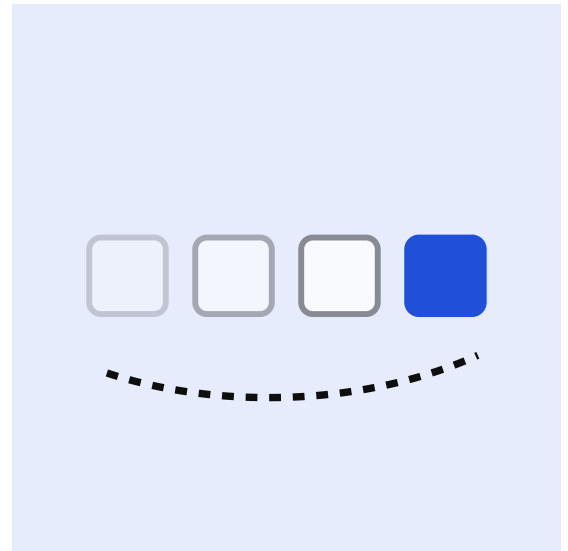
Designs an interface's animations and transitions so that it is clear what is changing, where each element comes from and where it goes.

In Spanish

*Motion design en interfaces*

Origin

Chang and Ungar (1993)



## What problem it addresses

If the screen changes abruptly, you have to work out what happened. Motion can explain it without words.

## Principles

### Continuity

Objects move; they don't disappear and reappear.

### Anticipation

A small preceding gesture signals what is about to happen.

### Smoothness

Start and stop gradually, like real objects.

## Applications in design

### ✓ Use it like this

Use motion to show where an element comes from and where it goes.

### ✗ Avoid

Long animations that make people wait.

### 👁 Don't fall for it

Respect the system setting to reduce motion: it makes some people dizzy.

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# Connections

## Builds on

■ Cognitive load

■ Microinteractions

## Related to

■ Accessible design

■ Interaction design

■ Haptic design

■ Motion branding

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# Authors and works

1993

**Bay-Wei Chang and David Ungar**

Brought principles of cartoon animation to interfaces so that changes are understood.

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## Sources

### Original sources

- Chang, B.-W., & Ungar, D. (1993). Animation: From cartoons to the user interface. In Proceedings of the 6th Annual ACM Symposium on User Interface Software and Technology (UIST '93) (pp. 45–55). ACM. [View source \(https://bibliography.selflanguage.org/\\_static/animation.pdf\)](https://bibliography.selflanguage.org/_static/animation.pdf)

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